

How to Get a “Yes” Every Time in Online Marketing

This is how to get a yes in online marketing. I’ll show you how it work, and how you can do it.

If you’re getting ignored, skipped over, or just not converting the way you want—this might explain why. A yes isn’t magic. It’s math. Behavioral psychology shows that people say yes when just **three things** are in place. Miss even one, and the answer is no.

The formula is simple: **Reason + Profit + Doable Action = Yes**

Let’s break it down so you can apply it to your online marketing right now.

1. It Has to Make Logical Sense (Reason)

First, the offer has to **make sense to the buyer’s brain**. People don’t want confusion. If they have to work to understand what you’re selling, they’ll bounce. Every time.

- Is the headline clear, not clever?
- Are you explaining *why* your offer exists?
- Are you backing up claims with proof—like stats, testimonials, or social proof?

Example: Instead of saying, “This tool changes the game,” try, “This tool helped 4,300 marketers increase their click-through rates by 31%.” That’s logic the brain can latch onto.

2. It Has to Feel Like a Win (Profit)

This isn’t about your profit—it’s about **the perceived profit of the buyer**. In their mind, what they’re getting has to be worth more than what they’re giving up (money, time, effort, attention, whatever).

Your offer should answer this unspoken question: “*What’s in it for me?*”

- Show the real value of what they’ll get
- Use stacking: “You get A, B, C... all for just \$X”
- Highlight savings, bonuses, or exclusivity

Example: “This \$9 checklist helped me land \$2,500 in new business in 7 days.” That’s profit in the buyer’s eyes.

3. The Next Step Must Be Easy (Doable Action)

Even if someone *wants* to say yes, they won’t if the action is confusing, scary, or too hard.

- Is your call to action clear and visible?
- Does it require something your audience doesn't have—like too much money, time, or attention?
- Are there unnecessary steps?

Example: “Sign up with Google in 2 clicks” beats “Fill out this 14-field form and wait 48 hours.”

When You Hear “No,” One of These Was Missing

Every failed landing page, email, or campaign can usually be traced back to a breakdown in one of these three areas.

- Did it confuse them? You lost **reason**.
- Did it feel like a bad deal? You lost **profit**.
- Was it too hard or awkward to act? You lost **doable action**.

Fix that weak link, and you give them a real reason to say yes.

Final Thoughts About How to Get a Customer to Say Yes in Online Marketing

Next time you're building a funnel, writing an ad, create a landing page, or launching a product, run it through this checklist:

1. Does it make sense?
2. Does it feel like a win?
3. Is the next step easy?

If the answer to all three is yes, the “yes” you're looking for becomes a lot more likely.

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